

A high-security content providing system is disclosed. The content providing system includes a content provider connected to a large number of user terminals via a network. A content including user information specific to a particular user and an electronic watermark embedded therein is transmitted from the content provider to a user terminal. When the content is executed on the user terminal, the user information and the electronic watermark are checked by the user terminal or by the content provider. The content is allowed to be executed only when the checking indicates that the content is an authorized content.